



106½ JUDGE JOHN AISO STREET #132, LOS ANGELES, CA 90012 Telephone (213) 880-6875

The Little Tokyo Business Improvement District (BID)

4th Quarter Report: October 1, 2016 – December 31, 2016

4th QUARTER ACTIVITIES

- 1) **Safety Patrol:** During the 4th quarter of 2016, our new safety service vendor, Universal Protection provided public safety services seven days a week in two 8-hour shifts (32 man hours per day) from 9 a.m. to 4 p.m. to 12 midnight. Safety ambassadors are routinely tracked by Universal using CyCop, the company's proprietary monitoring software. The District's safety ambassadors interfaced and coordinated with the two-person Los Angeles Police Department foot patrol assigned to Little Tokyo. The LAPD unit was on duty Wednesdays to Sundays, 12 noon to 10 p.m. District stakeholders have responded positively to the higher visibility and quicker response times exhibited by Universal safety patrol. Patrol coverage includes one hour when the two shifts overlap between 4 and 5 p.m., resulting in four patrol officers on duty at the same time. The overlapping hour is generally used to direct safety ambassadors to the district's three daycare facilities—at Higashi Hongwanji Buddhist Temple on Third Street & Central Avenue, Nishi Hongwanji Buddhist Temple on First & Vignes Streets, and Casa Heiwa on Third & Los Angeles Streets. Safety ambassador unit commander Michael James regularly submits incident reports which are shared among District co-chairs, BID safety committee members, and leadership of Little Tokyo Public Safety Association. During most of the 4th quarter, there was no LAPD Senior Lead Officer assigned to Little Tokyo although we have been assured that this is a temporary situation. Metro's Regional Connector construction has moved underground, reducing the need for frequent street closures. Panhandling continues to be a persistent problem, especially between Thursday and Sunday when tourists are present. There have been a couple of incidents where transients have become aggressive and lunged at safety ambassadors with knives. Thankfully, no one was seriously injured.
- 2) **Maintenance:** Bi-weekly trash cleanup and hauling continued throughout the District. The Los Angeles Conservation Corps continued to perform detailed maintenance, which included cleaning sidewalks, curbs, and gutters, and emptying trash cans. During the 4th quarter, the L.A. Corps maintained 92,700 linear feet of Little Tokyo streets, collected and hauled away 60 bags (2100 pounds) of trash, and maintained 120 trees. The Corps crews also removed bulky items. On November 5, the Little Tokyo BID helped sponsor a community-wide cleanup that included sweeping, removal of stickers and graffiti, removal of gum, and window-washing. Nearly 400 volunteers took part in the cleanup that was dubbed "Little Tokyo Sparkle." Plans are under way to hold a second Little Tokyo Sparkle in May of 2017. L.A. Corps provides 10 to 14-person crews as well as supervisors. The Little Tokyo Rotary Club provides volunteer support to the BID by cleaning the landscaped area, including tree wells, once a month. The City Bureau of Engineering and Department of Public Works have confirmed that the City will purchase six (6) compacting trash cans for the District on the condition that the Little Tokyo BID secures a long-term service contract with the trash can manufacturers.
- 3) **Marketing:** The District co-sponsored the Akiba Fest, a two-day event focused on anime, manga, and the Japanese comic book culture. Tickets were sold out for the first day, Saturday, Oct. 15. and almost sold out on Sunday, Oct. 16. Ads were placed in *L.A. Weekly*. An ad was also placed in the *L.A. Downtown News* restaurant guide. Ads in *The Rafu Shimpo* (Los Angeles Japanese Daily News) called attention to the Shogun Santa attraction and promoted the upcoming *Oshogatsu* (New Year's Day) celebration. The district helped sponsor the New Year's Day festivities. Little Tokyo and many of its multi-generational family-owned businesses were featured in *Westways*, publication of the Automobile Club of Southern California October 2016 edition. Shogun Santa was sponsored during three weekends during the month of December for the fourth consecutive year by the Little Tokyo BID in conjunction with Japanese Village Plaza and Japanese Chamber of



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Commerce of Southern California. During the three weekends that Shogun Santa (Asian Santa Claus) appeared, the District handed out approximately 750 helium balloons and over 12,000 candy canes. Draft of a Little Tokyo brochure and map has been submitted for review. Distribution of the final brochure will be to hotels, airports, and other tourist venues. The District maintains its website, www.visitlittletokyo.com, which announces public events at the Japanese American Cultural and Community Center, Japanese American National Museum, East West Players, Geffen Contemporary at MOCA, and other venues. The District is continuing its collaboration in support of Go Little Tokyo, a program presented by Metro and the Community Arts Resources to promote local businesses. The District's 4th quarterly newsletter promoted the New Year's Day events and a screening of the district-sponsored "Two One Two Seven," a film about the Children' Village orphans who were confined behind barbed wire at Manzanar War Relocation Authority camp during World War II.

- 4) **Administration:** The Little Tokyo Business Association (aka Li'l Tokyo Businessmen's Association), the 501(c)(4) nonprofit corporation that manages the Little Tokyo BID, submitted its CPA-audited financial report for 2015 in October 2016. LTBA renewed its directors and officers insurance policy during the 4th quarter. The District rented a storage facility at Weller Court to securely store the bicycles after patrol shifts.

4th QUARTER FINANCIALS

Budget Category	Annual Budget	1st Qtr Amt Spent	2nd Qtr Amt Spent	3rd Qtr Amt Spent	4th Qtr Amt Spent	YTD Actuals
Security (76%)	188,900	28,402	55,231	36,195	66,177	186,005
Maintenance (7%)	17,399	2,044	3,072	3,072	3,072	11,260
Marketing (13.5%)	33,555	5,634	3,229	13,382	4,994	27,239
Administration (3.5%)	8,698	10,137	582	600	3,721	15,040
TOTAL (100%)	248,552	46,217	62,114	53,249	77,964	239,544

Respectfully submitted,

A handwritten signature in blue ink, appearing to read "Ellen Endo".

Ellen Endo
Co-Chair, Little Tokyo Business Improvement District
President, Li'l Tokyo Businessmen's Association